

United Church Bazaar, Saturday, Nov. 4th

Remembrance Day Services Nov. 11

REMEMBRANCE DAY TO BE OBSERVED IN IRMA

This year, owing to war conditions, there will not be the usual Armistice Day dance in Irma. We do not intend to forget, however, those who gave their lives for their country in the last Great War, and the annual Remembrance Day service will be held in Keifer's hall on Saturday, November 11, at 10:45. After the service the members of the Legion and the Auxiliary will go to the Legion hall where lunch will be served and immediately afterwards a meeting will be held.

Irma Signal School Now Working

SIGNAL SCHOOL MEETING

The weekly meeting of the Irma Signal School, held in the Legion hall at Irma under the direction of the Rev. Fr. McGurne, was again well attended. Equipment has been purchased by the students and they are away on a good start with wireless telegraphy. The first lesson on the fundamentals of wireless sets was given and the students are asked to complete their notes for examination at the next meeting which will be on Tuesday evening, November 7, at 8 p.m., same place.

Women's Institute

The Irma branch of the W.I. are sponsoring a grand concert featuring Fred Doucet, elocutionist, comedian, and entertainer, assisted by local talent, to be held in Keifer's hall on Wednesday, November 8th, at 8:30 p.m. Tickets can be bought from any W.I. member. There will be a dance after the concert for which there will be an extra charge. Not proceeds are to be sent to the Red Cross Society.

To Hold Tea and Poppy Sale

LADIES AUXILIARY WILL HOLD TEA AND POPPY SALE

The Ladies Auxiliary of the Irma branch of the Canadian Legion will hold a Tea and Poppy Sale in the Legion hall on Friday, November 10. You are all invited to attend and to purchase your poppy on that day, the object of which is being much discussed in the press and on the air during this week, and the Lieutenant Governor is lending his patronage in this province to the poppy campaign.

L. T. L. Receive Provincial Banner

At their last October meeting the local L.T.L. was formally presented with the provincial banner awarded this group at the recent W.C.T.U. convention. It is a matter of considerable pride that this new group should be so honored and the members immediately revised their meeting song so that the last line of the chorus now rings down the tune of "John Brown" to the words: "We're the banner L.T.L."

Following ordinary routine business arrangements were made for holding a double class medal contest near the middle of November. Magic lantern slides will be given in connection with the program.

The fourteen members of the L.T.L. met Tuesday evening at the home of the leader and held a typically hilarious and joyous "Howe's" party with Jack-o-lanterns and candles complete. Traditional stories and games gave setting to the affair, the merriment of which was greatly increased by frequent groups of callers who came in relays, all in appropriate costumes with suitable jests and jollity.

Enemy Aliens Must Register

DEADLINE NOVEMBER 5

With some 320 registered, Calgary R.C.M.P. Sunday stated the deadline for registration of enemy aliens in the Calgary district had been set for November 5th. After that date, all nationals of Germany, Austria, Czechoslovakia or other German territories who have not registered will be picked up for questioning. Regulations issued in Ottawa call for internment of enemy aliens who do not voluntarily register. — Calgary Albertan.

Wedding Bells

MILLAR-BARSS

A quite wedding was solemnized at the Irma United Church manse on October 25th when Kathleen, eldest daughter of Mr. and Mrs. Layton H. Barss of Irma, became the wife of Percy E. Millar, also of Irma. Rev. E. Longmire, pastor of the Irma United Church, performed the ceremony. Mr. and Mrs. Robert Lukens, friends of the bride and groom, acted as witnesses.

We understand this happy couple will make their home in the Albert district, followed by best wishes from a host of friends.

Sat., November 11 Canada Holiday

DOMINION HOLIDAY
SATURDAY, NOVEMBER 11

Saturday, November 11th, is a dominion holiday by proclamation and all stores and business places will be closed all day, as required by law.

Interesting Items From Kinsella

Mr. Fred Beschell left for Ennisville last week.

George Foster is back again after threshing in the Car district and expects to spend the winter here.

Dave McElroy was home for a few days last week on leave from the Edmonton regiment.

Mr. I. Hoglund and Alf were Edmonton visitors last week.

The Women's Institute entertained about fifty children and twenty adults at their annual Halloween party last Saturday.

Mrs. Nease, Sr., left for Vancouver on Saturday after two weeks visit with her son, R. S. Nease, and family. Mr. W. F. Maggs is the new permanent pumpman in Kinsella. An extra gang is at present fixing up Mr. Maggs' house and he expects to move here shortly.

Bert Carpenter has returned from Peasebrough, Ontario, and is attending the Viking high school.

Miss Dorca Eckert expects to leave for Oklahoma, U.S.A., this week.

Mr. Tom Johnston was chosen official delegate for the Kinsella Local of the U.G.G. and will attend the convention to be held in Winnipeg Nov. 15-17.

Mr. Sanford Paulson of Cadogan was a week-end visitor at the Brooks home.

Mr. and Mrs. J. Kapler and Mrs. E. Ehlers spent Sunday with friends in Edmonton.

Mrs. D. Brooks left Tuesday for a holiday in the city.

Edmonton News.

THE WEEK IN EDMONTON

Edmonton, October 31.—Onset of winter so early in the year gave the provincial works department an opportunity to try out new snow clearing equipment recently purchased at a cost of \$12,000. Replacements for obsolete equipment consist of two four-wheel drive trucks fitted with sweeping V plows. Reconstruction work was halted by the snowfall.

Appointment of J. E. Price as district agriculturalist for Camrose succeeding the late H. W. Scott, is announced by Hon. D. B. Mullen. Mr. Price is a trained agriculturalist, having obtained his B.Sc. in agriculture in 1931 and his master's degree in 1935. Since that date he has served the province at Brooks and as extension fieldman for the economics and seed branch of the dominion.

According to official word received from Ottawa, there is a possibility that the province may receive an increase of \$10,000 for the advancement of agriculture this year. Distribution of the money will likely be handed over to the Seed Board, which recently discussed plans for use of the money should it be received.

Taking over the job on Canada's defense department that he left at the end of hostilities in 1918, Prof. Chas. A. Robb of the mechanical engineering department, University of Alberta, has once more vacated his teaching post to go to Ottawa. There is a difference in status, however. A junior clerk in the defense department during the last war, Prof. Robb will be chief during this.

Workers' Education Association classes began in Edmonton during the week with instruction in psychology under the direction of Prof. H. E. E. Smith. Economics I and 2, social planning and current events classes will meet at various times during the term now beginning. A encouraging registration is announced.

Making and early start on the plans for 1940 tourist season, R. E. C. Campbell, provincial director of publicity is a 21,000 mile visitor to the Pacific Northwest Tourist association convention, representing Alberta. Mr. Campbell will contact officials of the tourist trade from many United States points and sell the advantages of Alberta as a tourist resort to the convention. 1940 is expected to be a bumper tourist year owing to the war situation having cut off trans-Atlantic travel.

Preliminary figures indicate that oil production in Turner Valley will

Hold Shower for Recent Bride

Mrs. Percy Millar, recent bride, was guest of honor at a miscellaneous shower held at the home of Mrs. McRoberts on October 28. Gifts were packed in a wagon drawn by two Halloween sprites (Iva Currie and Ronald Currie) while Helen Currie, attired as the old witch, complete with broom, read a presentation verse. Mrs. Millar thanked her friends and extended an invitation to all to visit her in her new home. Those present were Mrs. H. Currie, Mrs. R. A. Larson, Mrs. F. Lukens, Mrs. H. V. Ranney, Mrs. Barss, Mrs. Ranney, Jr., Mrs. Matheson, Mrs. Johnson, Mrs. Mathews, Mrs. Hardy, Mrs. V. Larson, Mrs. Fleming, Mrs. H. Larson, Mrs. G. Currie, Mrs. L. Robertson, Mrs. B. Lukens, Mrs. L. Currie, Mrs. A. Fleming, Mrs. I. Currie, Mrs. Jones, and Misses Annie Pitt, Edith Elwood, Dorothy and Mary Currie, Margaret and Myrtle Ramsey, Nerine and Fern Shippy, Frances Barss, Edna Jones, Mina and Adah Currie, Edith and Evelyn McRoberts.

Mr. Girling, who has spent the summer with his daughter, Mrs. Griffiths, has returned to the coast.

Friends of Mrs. Fife, former Albert resident, are sorry to hear that she is ill at her home at Pitt Meadows, B.C.

Mr. and Mrs. A. Fleming spent several days Edmonton last week.

Miss W. Reeves is visiting her sister, Mrs. L. Currie.

A party of hunters, Messrs. G. Currie, M. Prosser and C. Lukens, left the district, northward bound, on Wednesday morning.

Mr. and Mrs. P. Miller are moving to the Rohrer farm in Lynn district.

Mr. and Mrs. Rohrer will spend the winter at the coast.

set a new record for the year to date. An estimated total yield of 7,500,000 barrels is announced, compared with last year's all time record of 6,742,039 barrels.

Alberta's now famous bull exchange plan by which farmers are enabled to bring pure-bred sires to their herds at small cost while liquidating scrub sires, is now climaxing the year's operations. 200 animals valued at ten thousand dollars have been assembled in Edmonton stockyards. Sold by experts to be the finest herd ever assembled in Alberta, they are about ready for shipment to farmers in all parts of the province. All breeding stock is purchased from established breeders, is tuberculin tested and cared for until shipment.

ARMISTICE DAY DINNER AT QUINTE SCHOOL

Dinner will be served in Quinte School on Saturday, November 11, from 12:30 to 2:30 p.m. Come and enjoy a good dinner. Adults 35c, children 25c.

PUBLIC SALE OF LANDS UNDER THE TAX RECOVERY ACT, 1939 MUNICIPAL DISTRICT OF BATTLE RIVER, No. 423

Notice is hereby given that under the provisions of The Tax Recovery Act, 1938, the Municipal District of Battle River, No. 423, will offer for sale, by public auction, at the office of the Secretary-Treasurer, at Irma, Alberta, on Monday, the 13th day of November, 1939, at 2 o'clock in the afternoon, the following lands:

Pt. of Sec.	Sec.	Twp.	Rge.	M.	Pt. of Sec.	Sec.	Twp.	Rge.	M.
Fr. NE	36	44	7	4	NW	30	45	9	4
(6 acres)					NE	35	45	9	4
SE	1	45	7	4	NE	18	46	9	4
SE	13	45	7	4	NE	30	46	9	4
SW	13	45	7	4	SE	21	45	8	4
SE	24	45	7	4	SE	25	45	8	4
NE	30	45	7	4	SW	25	45	8	4
NW	22	44	8	4	SE	3	46	8	4
NE	5	45	8	4	NW	20	46	8	4
SE	4	44	9	4	NE	5	46	7	4
SE	21	44	9	4	SE	8	46	7	4
NW	26	44	9	4	SE	32	46	7	4
SW	3	45	9	4					
SE	21	45	9	4					

Each parcel will be offered for sale subject to the approval of the Minister of Municipal Affairs, and subject to a reserve bid and to the reservations contained in the existing certificates of title.

Terms cash, unless otherwise arranged.

Redemption may be effected by payment of all arrears of taxes and costs at any time prior to the date of the sale.

Dated at Irma, Alberta, this 14th day of September, 1939.

CHAS. WILBRAHAM,
Secretary-Treasurer.

STRONG AND HELPFUL Through 122 Years



Ever strong and trustworthy, through 122 years of Canada's history, the Bank of Montreal has contributed much to this country's financial security.

To the individual depositor the Bank has meant complete safety for personal savings. To the farmer it has been a strong, useful ally and a reliable counsel on conditions. To industry it has been a source of financial power and a help in avoiding unwarranted speculation. For Government

—national, provincial and local—a dependable financial collaborator.

All Canadians, whatever their station in life, working for a greater and still greater Canada, know they can place full confidence in an institution which has never changed in character, yet has constantly modernized its services. In 1917 we pioneered along sound, helpful lines. The year 1939 finds us still pioneering along sound, helpful lines.

BANK OF MONTREAL

ESTABLISHED 1817

Wainwright Branch: C. W. McBRIDE, Manager

Irma (Sub-Agency): Open Tuesday and Friday

MODERN, EXPERIENCED BANKING SERVICE... the outcome of 122 years' successful operation

Mackenzie King Speaks to Nation

PRESENT WAR IS CRUSADE,
DECLARES MACKENZIE KING

Ottawa, Oct. 28.—The war against Nazi Germany is a "crusade" to save Christian civilization and those enlisting in the services are "first and foremost, defenders of the faith," prime minister Mackenzie King declared in a broadcast address last night.

"The Nazi doctrine is the very antithesis of what one finds in the Christian gospel," the prime minister said. "If it prevails there will be, as I see it, an end to our Christian civilization. It will prevail unless men are prepared to sacrifice their lives in opposing it. That is why the present war is, for the allied forces, a crusade."

The Nazi doctrine of forceful aggression rather than peaceful negotiations in international relations, of racial superiority and of submerging individuals to the need of the state, strikes directly at the roots of democratic ideals and Christian civilization to which British nations were devoted, the prime minister said.

Delivering the first of two scheduled addresses over a Canadian Broadcasting Corporation network, the prime minister's subject was "The issue in the present war." The second address next Tuesday evening will cover Canada's war effort up to the present.

"No one, I think, has been more anxious than I have to prevent Canada being drawn into the maelstrom of European conflict," the prime minister said.

"No one, except the colleagues who share with me the obligations of government, carries so great the measure of responsibility for the consequences of Canada's participation in war."

"If, today, I am prepared to continue to lead a government charged with the awful responsibility of prosecuting a war it is because, contrary to every hope and wish I have ever entertained, I have been compelled to believe that, only by the destruction of Nazism and the resistance of ruthless aggression can the nations of the British Commonwealth hope to continue to enjoy the liberties which are theirs under the British crown, and the world itself be spared a descent into a new and terrible age of barbarism."

EMPIRE AIR FORCES TO TRAIN IN CANADA

The Bank of Montreal in its monthly business summary publishes the following:

During the past month there have been few businesses in Canada which have not been struggling with the varied problems of the far-reaching readjustments in methods and arrangements which have been forced upon them by domestic governmental decrees, by policies of other governments, by loss of export markets by transportation difficulties. But the industrial world at least has been encouraged in its troubles by the almost assured prospect of a large increase in its activity and an enhancement of its prosperity as the result of heavy orders for war munitions and equipment. Many firms which have plants capable of handling war contracts are at present well supplied with orders and, if plans now in train come to full fruition, they will soon be busier than ever before in their history. One large-scale development is virtually assured for Canada by the announcement made simultaneously in several capitals of the Empire that Canada has been selected as the chief training ground for the air forces of Britain and other dominions. A British mission has arrived in Ottawa to make arrangements with the Canadian government for what is expected to be one of the largest co-operative enterprises ever undertaken by the British nations. Training schools with all the necessary auxiliary equipment are to be established in Canada and to them will come for training recruits from Britain, Australia and New Zealand. It is estimated that when the organization has reached its peak of efficiency as many as 25,000 pilots, observers, gunners and wireless operators will be trained in a single year. Large conditions will be made for the construction of hangars, barracks, and other establishments needed for training purposes and these will give a stimulus to the construction industry. Expert training staffs will be brought from Britain, and, as a start, some planes, but large orders for planes will also be placed with Canadian aircraft firms. The first British mission which is co-operating with the Canadian Munitions and Supply Board, and using the latter as its agent for placing orders, is negotiating for contracts for munitions and other supplies and there is certain

Irma Times

Published every Friday by the Times
Publishers, Irma, Alberta.
E. W. CARTER, Local Editor.

Want Ads, per insertion 25c
Stray or Strayed, 3 issues for \$1.00
Card of Thanks 50c
In Memoriam 50c

World of Sport

By H. B. C.

Last Friday night Eddie Wenstob added to his laurels by a 10 round decision over Anderson, the Swedish heavyweight titlist. It was a case of 181 pounds of Norwegian muscle against 199 pounds of Swedish brawn. Now do not get the idea that those relative values hold good everywhere. In the early rounds Anderson nearly put Wenstob away, yet lost to his lighter opponent as the fight progressed. In the fifth and eighth rounds Eddie put a torpedo under the chin that shook the big ship Anderson, and with further evidence of superior skill eventually won for him the decision. This contest took place in Minneapolis where Wenstob is a popular boy. He always gives the fans full value for their tickets.

Fred Perry and Vines met in the finals of the professional tennis. These super players put on a demonstration of skill and stamina that will go down in history. For three and a half hours they battled, with the last set going to 38 games before Vines finally "split the hair" in his favor. So it is quite evident there is little to choose between these great players. Having seen Perry in action at the height of his amateur career, your scribe can vouch for his skill. There was no waste effort and every stroke was played with easy grace.

The rugby aggregation known as "Edmonton" managed to win three games this year, that is three more than they got in 1938. Just a little fumble now and again and the result is simply ruinous. Under the best of coaching this may occur, so it would not be fair to suggest that Percy Page take a hand in this department, owing to his success with the ladies. It takes time and good material to build a powerful football squad, so by 1940 Edmonton may have a real team.

But Edmonton has found this sport expensive. It cost them some twenty thousand dollars to field the squad, and travelling expenses appear equal to those of the Duke of Windsor. Unless some millionaire comes along with loose strings on his purse, it is quite likely the Clarke Stadium will be used for something else next year.

What Air Waves Are Saying Over C J C A

LET'S PAY THE PIPER!

Yes, let's pay the piper—a compliment. It seems to me that some of the most listened to and least talked about programs on the air are musical. Young dramatic actors spring into favor over night—but for the musician, it's a long, hard haul to the top—and a tough proposition trying to stay there. A bad musician gets told about his failings without dispatch. A good musician is placidly taken for granted.

Therefore, when a chance comes along for you and I to mend our way and pay the piper—let's do it with a vengeance.

In at least one case, it is easy to pay up. Easier than the most enticing budget plan, because it costs us only the three cents it takes to mail a letter—and it may win us a diamond ring, valued at \$100.00.

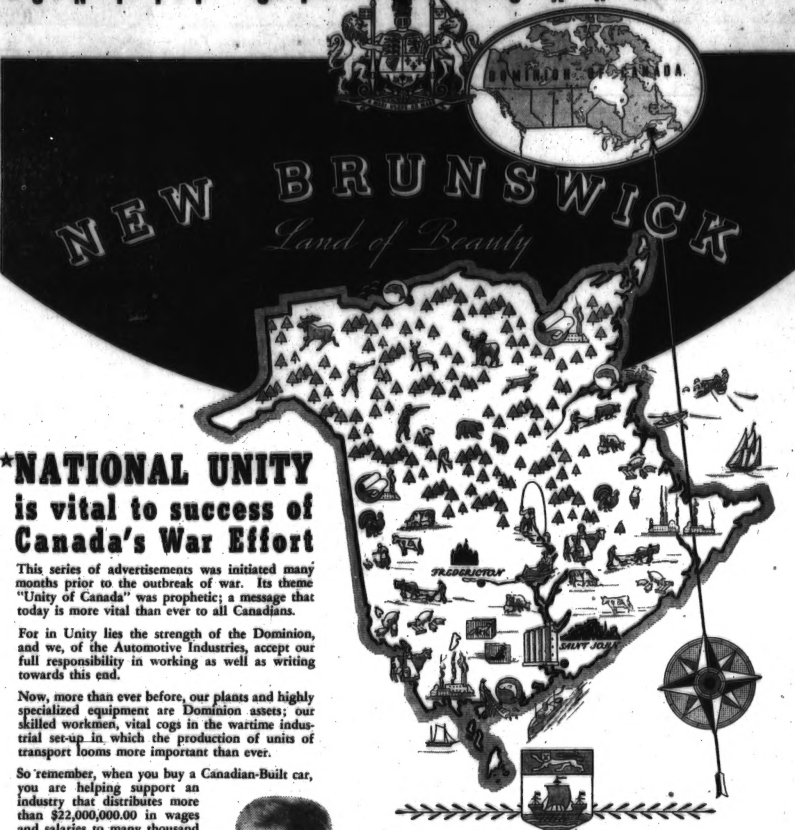
Each week Wayne King, heard from C J C A Saturday nights at 8:30 gives away seven diamond rings to those who write to him, suggesting songs for him to play. Any one of us may win, because we all have favorite songs we'd like to hear—songs that have some special meaning to us. So let us pay the piper and get a thrill out of doing it. And if we want a real good chance at being a winner, it would be wise to listen to the next Wayne King show, before writing.

Boiled Vegetables—Veggiebies, if allowed to stand in the water after they are boiled, become soggy. Drain off water they are boiled in and use for soup stock.

Washing Shirts—To loosen the dirt on cuff and collar bands on men's and boys' shirts, scrub them with a soft brush frequently dipped in warm soapy water before putting them in the laundry tub.

to the great enlargement of industrial employment.

*UNITY OF CANADA



*NATIONAL UNITY is vital to success of Canada's War Effort

This series of advertisements was initiated many months prior to the outbreak of war. Its theme "Unity of Canada" was prophetic; a message that today is more vital than ever to all Canadians.

For in Unity lies the strength of the Dominion, and we, of the Automotive Industries, accept our full responsibility in working as well as writing towards this end.

Now, more than ever before, our plants and highly specialized equipment are Dominion assets; our skilled workmen, vital cogs in the wartime industrial set-up in which the production of units of transport looms more important than ever.

So remember, when you buy a Canadian-Built car, you are helping support an industry that distributes more than \$22,000,000.00 in wages and salaries to many thousand families dependent on the industry itself. Add to these the families that are supported by industries supplying raw and finished materials to the Automobile manufacturers, and you get an idea of what this activity means to the Canadian Home Market.

A busy Automotive Industry in wartime is a live asset indeed—a truly national war enterprise.



Hon. A. A. DYSART
Premier of New Brunswick

NEW BRUNSWICK OFFERS EVERY AID IN EMPIRE'S STRUGGLE

"In the gigantic struggle upon which Canada has embarked by the side of the Mother Country, New Brunswick offers every assistance in the hope that her contribution will so help to strengthen the hands of the British Empire that she and her allies will emerge victorious over the forces of lawlessness and aggression. Worthy sons of courageous fathers who served King and Country in the Great War are already enlisting themselves in their thousands. The great natural resources of New Brunswick, her farm products, the rich harvest of her forests, her fish, her minerals, are at the disposal of the Mother Country. Her air-sea ocean ports of Saint John stand ready to handle the great volume of goods which will pour through from all over Canada to help the Motherland in her hour of great necessity. New Brunswick in the East has taken second place to come in her loyalty to the British flag and the British traditions—she is prepared to demonstrate this once more to the world."

A. A. DYSART, Premier.

AUTOMOTIVE INDUSTRIES OF CANADA

1066 LUMSDEN BUILDING — TORONTO, ONTARIO.

This advertisement is one of a series dealing with the Provinces of Canada, and will appear in many daily and weekly newspapers in the Dominion.

SALE OF LANDS UNDER THE TAX RECOVERY ACT

Municipal District of Kinross, No. 424

NOTICE is hereby given that under the provisions of the Tax Recovery Act, 1928, the Municipal District of Kinross, No. 424, will offer for sale at public auction at the municipal office at Kinross, Alberta, on Tuesday, the 14th day of November, 1939, at two o'clock in the afternoon the following lands:

Pt. of Sec.	Sec.	Tp.	Rg.	Mer.
SW	6	45	10	4
NE	27	45	10	4
SE	32	45	12	4
SE	12	46	12	4
NE	10	46	11	4
SE	14	46	11	4
N 1/2 NW	28	46	11	4
SE	14	46	10	4

Hamlet of Kinross
Lots 5, 21, 27 to 34..... 5.....1562 W
A..... 5
B, C..... 7
13, 14, 15, 22..... 8
A, B, C..... 8

Hamlet of Jarow
17..... 5.....5621 A.L.
28, 29, 30 to 36..... 7
Each parcel will be offered for sale subject to the approval of the Minister of Municipal Affairs, and subject to a reserve bid and to the reservations contained in the existing certificates of title.

Redemption may be effected by payment of all arrears of taxes and costs, or by satisfactory arrangement of same, at any time prior to the sale.

Terms will be announced on the day of the sale.

Dated at Kinross this 19th day of August, 1939.

S. H. GREEN, Sec.-Treas.

Municipal District of Kinross, No. 424

"The productive facilities of all Canadian industries are being co-ordinated and geared to meet war-time demands."—Wallace R. Campbell.

THE CAREFUL DRIVER

"I drive safely," is the slogan of careful drivers of commercial vehicles who may well be proud of the safety records they are establishing day after day. In proportion to the number of miles driven, fewer accidents are chalked up against the men who operate the trucks and buses employed in the daily transport of millions of tons of freight and millions of passengers than are charged to the general run of motor vehicle operators.

The professional truck and bus driver, as a rule, knows his mount and its mechanical limitations better than does the average passenger car owner. Experience has been his teacher. He covers more miles and acquires more driving experience in a year or two than the average passenger car operator gains in a lifetime.

BARGAIN FARES TO WEST CITIES

Winnipeg, Man., Oct. 31.—Special bargain fares offering opportunity for residents of the west to visit Winnipeg, Regina, Moose Jaw, Saskatoon, Prince Albert, Edmonton and Calgary, have been announced by the Canadian National Railways for the week-end of November 11. Tickets are good for passage on all regular trains from November 9 to 12 with the return limit November 15.

The fares to Winnipeg are effective from stations in Ontario from Port Arthur, Armstrong and west, and from all stations in Saskatchewan. To the Saskatchewan centres may go excursionists from all stations in that province, in Manitoba from Winnipeg west and in Alberta from Edmonton, Calgary and east. Edmonton and Calgary areas include all stations in Alberta and in Saskatchewan west of Regina, Saskatoon and Prince Albert.

Washing Silk Crepes—To wash silk crepes or georgettes use warm water and white soap. Do not rub, but squeeze the garment through a good suds. Rinse several times and iron on the wrong side when partly dry.

TRAVELLERS to Edmonton always enjoy a pleasant visit at the Popular ROYAL GEORGE HOTEL

TRAVEL BY BUS!
Important Change in Time
ON AND AFTER MAY 10th, 1939
LEAVE IRMA, DAILY, GOING WEST, 7.45 a.m.
LEAVE IRMA, DAILY, GOING EAST, 8.10 p.m.
Charter a Bus for your next Party Trip. Find the Low Cost and Added Pleasure.
Sunburst Motor Coaches Ltd.

HOTEL YORK
CALGARY
HOTEL ST. REGIS

Advertising Stimulates Trade

BURN WILDFIRE COAL

More people now buy it than any other Drumheller brand.

IMPERIAL LUMBER CO. LTD. IRMA, ALTA.
ALBERTA PACIFIC GRAIN CO., JARROW, ALTA.
ATLAS LUMBER Co. Ltd., WAINWRIGHT, ALTA.

SPEAK !

To Hundreds of
People

A Want Ad. in this paper will carry your message into the homes of hundreds of the leading farmers over a wide area. That is why Want Ads. offer you such great value . . . for such a small outlay.

LET OUR WANT AD. COLUMN
WORK FOR YOU

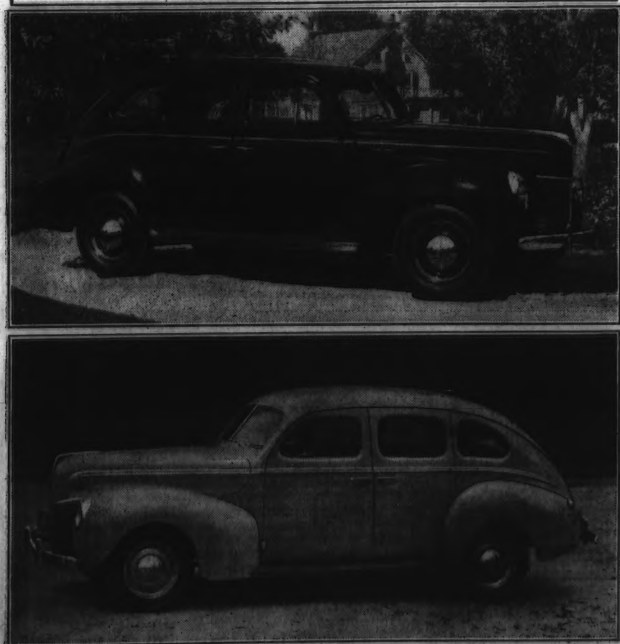
Advertising Peps Up Business

MAKE MORE JOBS

MADE IN THE WEST PRODUCTS

Read the Ads in the Times

New 1940 Ford V-8 and Mercury 8 Cars



MANY improvements have been incorporated in the Ford V-8, Deluxe Ford and Mercury 8 cars for 1940. All of the cars have a new finger-tip gearshift. Sealed Beam headlamps, controlled ventilation, improved riding quality and ad-

vanced exterior and interior styling. Pictured above (top) is the Deluxe Ford V-8 Fordor sedan, an ideal family car with increased interior roominess and distinctive modern exterior design. There are three Ford V-8 models and five

Deluxe Ford body types. The Mercury 8 town sedan (bottom) is a four door car of striking beauty. Both front and rear seats hold three persons comfortably. Five Mercury 8 body types are available with a wide choice of colours.

TREE PLANTING

Wind-Breaks and Shelter Belts

In an interview given by the Hon. N. E. Tanner, minister of lands and mines, it was learned that the forestry division of the department are continuing to assist the farmers in the very important work of tree planting throughout the province by providing certain species of trees for transplanting as replacements and extensions of wind-breaks and also by planting in existing poplar and willow bluffs. The policy, carried on by the department in the past, of furnishing trees of a more durable and longer lived species will be continued, Mr. Tanner said.

A number of native trees now found in existing bluffs are not sufficiently durable, creating a problem which may be solved by the planting of more suitable trees, both native and exotic to the province, a solution which already has been tried and found to be suitable. The present cover in natural bluffs will help young transplants greatly by providing the necessary shade until they have become firmly established in their new locations.

The minister stated that there is available for planting in the spring of 1940 a large quantity of white spruce, Colorado spruce, Norway spruce, lodgepole pine, green ash and red oak, together with a limited quantity of bur oak, western white oak, European larch, Siberian larch, Douglas fir and Scotch pine.

In order not to interfere with the commercial nurseries throughout the province, it has been found necessary to confine the distribution of trees exclusively to farmers who will be requiring the transplants for replacements and additions to wind-breaks and shelter belts and for planting in existing natural bluffs on their farms. No trees from the forest nursery will, therefore, be available to residents of cities, towns or villages, but they will be available, however, for rural schools and communities.

Applications for the trees should be made to the Director of Forestry, Department of Lands and Mines, Edmonton, before January 31st, 1940. With the exception of transportation charge, the transplants, as in previous years, will be shipped free of cost.

LIVESTOCK NOTICE

Buying
HOGS and CATTLE
every Monday at Irma
Stock Yard.

Your Patronage
Appreciated

H. L. COOPER

Ford Cars Have Many Improvements

MANY NEW IMPROVEMENTS IN FORD, MERCURY CARS

Windsor, Ont., Oct. 31.—With a new fingertip gearshift, controlled ventilation, sealed beam headlamps, improved ride and advanced styling in all models, Ford V-8, Deluxe Ford and Mercury 8 cars for 1940 are announced by Ford Motor Company of Canada, Limited.

The new Ford cars are big and powerful in appearance. Body lines are pleasingly streamlined. Front ends are distinctively modern with low radiator grilles, long hoods and deeply rounded fenders. The trimly tailored interiors are attractive with plenty of seat room, leg room, elbow room and shoulder room.

The 1940 Mercury 8 enters its second year with a unique first year record behind it. Three months after being introduced it was among the first ten cars in sales. Before the year ended there were more than 60,000 Mercury owners.

A car of striking beauty, the Mercury 8 for 1940 has a gracefully flaring chromium radiator grille, beautifully moulded hood and smoothly streamlined body and rear deck. Interiors are particularly attractive with the new blue and silver tone instrument panel providing the key to the interior color scheme.

The Ford lines are comprised of four Ford V-8 and five Deluxe body types. A new business coupe as well as a Fordor sedan, Tudor sedan and coupe are available in both. There is also a Deluxe convertible club coupe with automatic top as standard equipment. These color choices are available in the Ford V-8 and six in the Deluxe line.

The Mercury is presented with a choice of five body types. These are a new convertible sedan, the town sedan (four doors), the sedan (two doors), sedan coupe and club convertible. The first four are six passenger cars while the club convertible seats five. It has an automatic top. There is a choice of eight attractive body colors.

All Ford cars have improved spring suspension with a longer, more flexible front spring. A torsion bar ride stabilizer provides an exceptionally comfortable steady ride. The ride stabilizer also contributes to firmer, easier steering. Front and rear springs of Deluxe cars are equipped with metal covers. Large double-acting hydraulic shock absorbers with self-sealing construction are fitted on all cars.

Comfort features are emphasized throughout the design. Seats are built for restful riding. Front seats are of new resilient type. Cushions have a new "floating edge." Driver's seats are adjustable two ways—they rise as they move forward. Bodies are scientifically soundproofed, shutting out road noises. An "easy-shift" transmission, permitting speeds to be changed quietly; new design curved disc wheels also contribute to quietness. Quick stopping hydraulic brakes are continued on all models.

Instrument panels harmonize with the interior styling. Gauges are grouped in front of the two-spoke steering wheel. A grille for installation of radio speaker, glove compartment with lock, two ash trays and a cigar lighter are provided on the panel. Deluxe cars also have a clock on the glove compartment door.

The 1940 Mercury has a new straightline speedometer with gauges and headlight beam indicator grouped in front of the two-spoke steering wheel. A grille for installation of radio speaker, glove compartment with lock, two ash trays and a cigar lighter are provided on the panel. Deluxe cars also have a clock on the glove compartment door.

A choice of upholstery is available—either blue-grey bark weave broadcloth or two-tone Bedford cord in closed cars, saddle-brown or red antique finished genuine leather in convertibles. Exceptional roominess is a feature of all of the body types.

A new controlled all-weather ventilation system permits free circulation of air. The "tilting wing" front section of window glass may be swung outward. The rear half, together with its metal support bar in closed models, can be lowered, permitting better vision and unobstructed arm signals.

The new Mercury, effectively insulated from road bumps, provides extraordinary riding comfort. Seat cushions have soft edges with deep soft inner springs. Improved hydraulic shock absorbers, with new self-sealing construction, cushion spring action. The car rides quietly even at high speed. Noise is minimized by numerous rubber-cushioned mountings and the effective use of body insulation developed as the result of continuous and exhaustive soundproofing research.

The 65 horsepower V-8 engine is unusually flexible, enabling the car to crawl in traffic, flash away from traffic lights or maintain cruising speed on the highway.

Viking Items.

A good time and good music was the verdict of the crowd that attended the annual Halloween dance sponsored by the C.W.L. last Friday evening in the Elks hall. Music was furnished by the Vegreville Swingsters who proved themselves capable musicians. Winner of the blanket was Albert Borras, with Mr. Murdoch taking the door prize. Miss Lee and Dave Sheets stood in the right spot to take the spot dance, while Jas. Youngman and Miss M. Craig took the prize waltz. In a Red Cross draw sponsored by Mrs. Siebold, Mr. McFadyen won the quilt and Miss Edna Rosen the cushion.

The school staff and the school board of the Viking School District extend to parents and others interested the invitation to visit the school premises on Thursday and Friday, November 9 and 10, to see the new school plant and to observe the school in operation. Many new courses have been added to the curriculum, particularly in the higher grades, and old courses have been changed to include new methods and interest. All interested in education will find this a real opportunity to become acquainted with present methods.

This offers you a chance to become acquainted with the school, the teaching staff and the new equipment and methods. It should be both interesting and instructive.

Halloween passed off very quietly in town. The youngsters went around rapping at all the doors with the admonition "tricks or treats." The householders had made provision for these visits and most of the youngsters went home with well filled bags. Vandalism seems to have died in respect to Halloween, or was it the good work of the local police and assistants.

At a meeting of the executive of the curling club held Monday evening Leonard Loades was appointed caretaker of the curling rink for the coming season. Work has already commenced to put the curling rink in ship-shape and be ready for the ice when the next cold snap comes.

Rev. Fr. McGrane, in charge of the Irma and Fabian parish, was a visitor in town on Friday. Fr. McGrane publishes a paper in the interest of the Irma and Fabian Catholic churches and was assisted in setting some of the type for it in this office.

Saturday, November 4th, is the day of the C.W.L. Bazaar being held in the United Church hall. Many useful and practical things on sale. Don't forget the date.

Gordon Stalker, auctioneer, is crying a sale for Hugo Paulson, five miles north and 2 miles east of Bawlf on November 7th. Gordon's services are in demand and he is becoming more popular every season.

The regular Scout meeting will be held in the United Church hall on Friday at 7:30 p.m. Scouts are asked to be there on the dot of 7:30 p.m. In view of the Red Cross meeting to follow in the Elks' hall at 8:30 p.m. Mr. E. Primett will continue with instruction in signalling, and all Scouts are asked to have their signal flags ready for use.

A public meeting in the interest of the British and Foreign Bible Society will be held in the Viking Lutheran church at 8:30 p.m., Sunday, November 5th. The meeting will be addressed by Rev. H. G. Lester. Everybody invited.

The Viking Village council has called a meeting for the purpose of organizing the town and district for the Red Cross Society, the meeting to be held in the Elks' hall on Friday, evening, November 3, at 8:30 o'clock. All organizations and citizens are urged to be present so that all endeavors may be co-ordinated under one central body. There is much to do for the new army and all the support that can be mustered is needed. Turn out and assist in this meeting. This is a dominion wide appeal and Viking and district will respond nobly.

At a well attended meeting of the Viking branch of the Canadian Legion on Saturday evening it was decided to hold the annual banquet in the Viking Hotel, commencing at 7:30 p.m. on Saturday, November 11th. Tickets will be available from members and executive of the local Legion this week end, and as the number that can be accommodated at this banquet is limited, all returned men and ex-service men who expect to attend with their wives, and lady friends, are urged to procure their tickets well in advance so that the executive may know approximately how many intend to be present. After the banquet, dancing, cards, and games will be enjoyed in the Elks' hall. The cost is \$1.25 per couple, or 65¢ per single person, for the banquet and entertainment. The Kinella members are giving their whole-hearted support to this event, and it is anticipated that a real get-together of veterans of the Great War will materialize.

Shipping Hogs

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EVERY TUESDAY

HIGHEST PRICES PAID !

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STRAND
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Carefully Selected Programs

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AT THEIR BEST

Northern
SOUND Electric
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IRMA LODGE No. 56

Meets First and Third Tuesday
in each month
at 8 p.m., in the I.O.O.F. Hall
Visiting Brothers Always Welcome

IRMA L.O.L. No. 2056.

Meets the last Monday in each
month at 8 p.m.
Wor. Master R. H. Stone
Rec. Secretary James Stead
Visiting Orangemen Always Welcome

Professional Cards

DR. H. L. CALDWELL
Dentist, of Viking
will be in the IRMA DRUG STORE
Every FRIDAY for Professional
Services

DENTIST

DR. R. V. SPRINGBERRY
Vainwright
Phone No. 3
IN IRMA EVERY TUESDAY

FURVIS & LOGAN
Barbers and Hairdressers
Viking Phone: Office 7
Irma Phone: No. 37
Visits W. Masson's Office, Irma,
Every Friday

C. GREENBERG, M.D.
Physician and Surgeon
Phone 40
Irma - - Alberta

For
GOOD LUMBER
A SQUARE DEAL
PROMPT SERVICE
C. FEERO, Irma, Alta.

EDMONTON CALGARY LETHBRIDGE AND RETURN

From stations in Alberta, Saskatchewan (Regina, Saskatoon, Prince Albert and west), and British Columbia (Cranbrook and east)

TO
REGINA
MOOSE JAW
SASKATOON
PRINCE ALBERT
AND RETURN

From stations in Saskatchewan and Alberta (Edmonton, Calgary, Lethbridge and east).

GOING DATES
November 9-10-11-12
Return until NOV. 15, 1939

Canadian Pacific

**FLEECE FLANNELETTE BLANKETS**

Warm, fleecy flannelette blankets, large size 72x84. Comfortable, economical bedding. Come in either white or grey with pink or blue border. **2.45**

WHITE FLANNELETTE SHEETS

Pure white large size sheets, size 70x90. Easy to launder. This heavy weight flannelette sheet will give you comfort with economy. **2.50**

INDIAN BLANKETS

Cosy, warm Indian style blankets in gay colors and fancy patterns. Use them for couch covers, bed covers or car rugs. **2.19 2.29**

WOOLCOT BED TROWS

Made from combined cotton and wool yarns. Good size, in pleasing colors. Satin bound. Priced at, each **2.98**

YARD GOODS

**27 INCH FLANNELETTE**

Particularly good for children's wear. Smart stripe patterns in pink, blue or grey. Good quality cloth. Per yard **15c**

36 INCH FLANNELETTE

A better width for larger garments. Very smart patterns in a full 36 inch width. Good cloth. Per yard **20c**

HEAVY FLANNELETTE

Double weight English flannelette. 37 inches wide. You will find this cloth just what you need for night garments for men and sturdy boys. Per yard **35c**

WOOLETTE

For women's and children's wear. A heavy weight, fleecy, warm cloth in such smart colors and patterns; also plain colors for trimming. 36 inches wide. Per yard **29c**

COTTON TWEED

36 inch cloth for girls' school dresses and warm house dresses. Smart, clean looking designs that will make attractive dresses. Selling at, per yard **29c and 49c**



MONARCH SILK-WOOL A light weight fall and winter hose made from rayon and combined yarns. Not bulky, but a warm serviceable hose **45c**

WEAR WELL CASHMERE HOSE Made from fine Botany wool yarns faced on lisle. 4 ply heel and toe. Good shades, stretchy top. Per pair **59c**

WEAR WELL SILK-WOOL HOSE A lovely fine dress hose, fine Botany wool backing yarn faced with fine rayon. Sizes 9-10½. Dark shades. Per pair **85c**

PENMAN'S

CASHMERE HOSE

A full fashioned very fine quality women's all Botany wool hose. Beautifully finished in this high grade wool hose. Priced at, per pair—

\$1.00

When Winter Comes

Sure to be here soon or late. Why not prepare now and be ready to outwit him when he comes. A stock replete with winter wear at the best prices you have ever seen. This stock was purchased months ago before any talk of war, and prices are still based on these low prices of last summer. Fill your needs now while we can still supply you at these low prices. Incoming goods will all be higher.

Womens Dresses

HOUSE DRESSES

Printella new fall dresses will make the fall and winter days seem brighter. When you wear a Printella the whole family feels better. Smart new designs in these dresses, and smart patterns.

AFTERNOON DRESSES

Printella afternoon dresses in new spun wools and spun rayons. The patterns are smart and distinctive. The styles smart and new. See these new dresses. Sizes 14-22. **3.95**

**WOMEN'S BLOUSE SWEATERS**

Neat little models in Ballentyne sweaters to wear with skirt or slacks. You will like their neat designs and tasteful colors, and they cost so little. Priced from **1.00**



APPLE JUICE, Alen's, 20 oz tins, 2 tins.....**29c**

GRAPEFRUIT JUICE, Texas, 20 oz tins, 2 for **25c**

TEA, Fort York, a lovely pekoe tea, lb. pkt.....**55c**

IRISH STEW, Burns, a handy meal, 2 tins.....**35c**

TOMATO JUICE, 20 oz. tins, Clarks' 2 tins.....**25c**

PICKLES, Heinz, fancy quality, gallon tin.....**\$1.69**

SOAP, Elephant brand, laundry soap, 6 for.....**25c**

LUX, large box Lux, 3 bars Lux toilet soap for **35c**

JAM

Malkin's new pack, pure, gooseberry, loganberry, peach, apricot, blackberry.

4 POUND TIN

59c

CHEESE

Burns fresh Goldenleaf cheese.

2 POUND BLOCK

50c

MEN'S WOOL SOX

**GREY WOOL SOCKS**

Grey wool socks made from all wool yarns, with cotton reinforced heel and toe. Special at **25c**

GREY WOOL SOCKS

Grey wool socks made from good wool yarns, white heel and toe. Big value at 2 pair for **79c**

HANSON and CALDWELL

Hanson and Caldwell ¾ lb. good wool socks made from all virgin wool yarns of substantial weight. **49c**

CALDWELL'S FOUR POUND

A well made four pound sock. Will stand Alberta's cold and give you lots of service. All new wool, and heel and toes are four ply. **65c**

CALDWELL'S KING COMFORT

For the man who likes a warm sock, but of a little lighter weight. Made from fine all wool Botany yarns that give you warmth without bulk. **75c**

MEN'S CAPS

EASTERN WINTER CAPS For dad and his lad. Made from heavy tweeds, with ear covers. Finished with the famous Kling Klose hand knit band that keeps your cap snug and warm. Priced from **95c to 2.00**

RAILROAD CAPS Heavy melton high style caps. Have melton ear bands and a tasseled top. Heavy corded silk binding; a warm long wearing cap. **1.50**

MEN'S FUR CAPS Made from Beaverene (sheared lamb) dyed a pleasing brown shade. Tie-down ear flaps that positively defy the cold. Soft quilted lining. Each **98c**

BOYS' and MEN'S LEATHER HELMETS For boys or men, made from soft pliable sheepskin in brown or black. Peak and flaps lined with camel pile. Cap lined with soft, warm felt. Adjustable chin strap. Each **89c**

SOME MEN'S WEAR LEADERS

MEN'S HEAVY MELTON JACKET

Made from 32 oz. pure wool Canadian overcoat melton in brown or blue. Smart pleat back, side take-ins and slide front. A regular \$7.00 jacket. Special at **5.95**

MEN'S MELTON OVERCOAT

Guard model overcoat for young men. Well lined and nicely finished in a good blue melton. Sizes 37-42. Special **13.95**

MEN'S "SNOW-CLUB" COAT

Made from green or brown all wool coating. A guard model coat that is big value indeed. Well finished throughout in this smart check coat..... **15.95**

Men's Bush Coats

Have you seen these popular new sport coats? Made the same style as a windbreaker, but 8 inches longer. Come in smart Humphrey and Acme all wool cloths in outstanding checks and plaids.

\$7.50 \$8.50

J. C. McFARLAND COMPANY Irma

LOCALS

Mr. Alfred Walker visited his father here last week.

A regular meeting of the Irma Loyal Social Credit group will be held at the home of C. E. Fenton on Tuesday evening November 14.

Please remember that Saturday, November 11, is a dominion holiday and all places of business will be closed.

Carl Larson's boy, Clarence, underwent an operation for appendicitis at the Viking hospital on Wednesday. He is reported as doing fine.

The Irma Junior Hockey Club held a successful dance in Kiefer's hall on Halloween night. Ross's orchestra of Hardisty supplied the music.

Friends of Henry Martin will be glad to learn he is recovering from his attack of pneumonia.

Mr. Roy Findlay who was employed at the Pool elevators here for the past two months, left by bus for his home at Ryley last Wednesday.

The postponed annual meeting of the Irma Social Credit group will be held in Kiefer's hall on Monday evening November 6th at 8 o'clock.

Our early winter scare passed off with the coming of fine warm weather this week. Threshing and other fall work may be completed yet before winter comes to stay.

Mr. W. E. Inklin, who has been confined in the University hospital, Edmonton, continuously since July 5, underwent an operation on Monday, October 30. Latest reports are that he is doing fine. Mrs. W. E. Inklin went by bus on Sunday to be with him and expects to return about the end of the week.

The World of Wheat

H. G. L. Strange
Director "Crop Testing Plan"

"The thing that hath been, it is that which shall be . . ."

Ecclesiastes 1-9.

One of the most remarkable features of this last crop in western Canada has been the—some—amazing recovery of the semi-arid or so-called desert area of southern Saskatchewan.

It will be remembered that many thought that normal rainfall there would never occur again, and others said that even if good rains did come, that normal yields could not be produced because soil blowing and "soil mining," they believed, had permanently destroyed fertility.

Yet this last year normal rains did occur, and the normal rains brought with them once again normal yields. Students of agricultural history

are not surprised, for they have faith in the wise observation of Ecclesiastes, having noted that natural conditions occur over and over again in this world, and so they believe that any piece of land which once produced a good crop can certainly do so once again.

History and Ecclesiastes suggest too, however, that some dry drought and so poor yields, will come again; against these there is but one real safeguard, which is to prepare for the lean days by saving up something during the periods of good rainfall and of good crops.

"The Athenians were sunk without warning, without mercy from an administration that has tortured human beings."—Sam Factor, K.C., M.P.

"This is not the government's war. It is not the war of factions or sections. It is the war of the people of Canada."—Premier A. A. Dymally.

LUBRICATION

BY MECHANICS

Here is what we do:

CLEAN ALL FITTINGS AND GREASE CONNECTIONS.
LUBRICATE ALL CHASSIS POINTS.
LUBRICATE ALL UNDER-ROD POINTS.
LUBRICATE DOORS AND WINDOWS IF NECESSARY.
COMPLETE CHASSIS INSPECTION.
CHECK AND SERVICE BATTERY.
CHECK TRANSMISSION AND DIFFERENTIAL.
CHECK CRANKCASE AND RADIATOR.
CHECK STEERING GEAR AND WHEEL BEARINGS.
CHECK KNEE-ACTION AND SHOCK ABSORBERS.
CHECK WATER PUMP AND FAN.
BRUSH OUT CAR INTERIOR.

LET US LUBRICATE YOUR CAR
REGULARLY and CORRECTLY

SATHER'S SUPER SERVICE